

BioArborPresents:

Market Research: Minimizing Investment While Maximizing Impact

Elizabeth Attias, M.M.Sc., Sc.D
President & CEO
Atom Strategic Consulting, New Jersey

Wednesday, October 10, 2007
Networking - 5:00 - 6:00 p.m.
Program - 6:00 - 7:00 p.m.
SPARK Central
330 E. Liberty, Ann Arbor, 48104

Please register:
Online:
www.michbio.org
By email:
events@michbio.org

Why does a start-up life science company need market research? How is market research different from marketing? Is a survey or interview best? How can a start-up afford to do market research?

October's BioArbor speaker, Elizabeth Attias, will demystify market research and share her insights on how start-ups can use research to design products, build a winning brand identity, and develop effective marketing strategies. She will discuss why the information gained through market research is critical to targeting an optimal product profile and developing a market presence and how it can be accomplished without a major investment.



Elizabeth Attias,
M.M.Sc., Sc.D

Elizabeth Attias founded Atom Strategic Consulting after eight successful years in the pharmaceutical industry. As the President and CEO of Atom Strategic Consulting, Beth has with start-up companies, established biotechnology companies as well as small, mid-size, and large pharmaceutical companies on projects ranging from market development, strategic

market entry, brand optimization, portfolio management, and more. She has set an ambitious vision for the company and employed her scientific expertise to assist dozens of clients with clinical, launch, and post launch brand management campaigns.

Prior to founding Atom Strategic Consulting, Beth held several important positions at Parke-Davis Pharmaceuticals. In her eight years with the company, she grew sales and expanded market penetration. Her work as the Associate Director of Medical and Scientific Affairs was recognized with a Medical Liaison Leadership Award in 1996. As Director of New Business Development in the Women's Healthcare Division, her initiative earned her a place in Who's Who Among American Women. Finally,

as Category Director of Female Endocrine Products, Beth won a "Rising Star Award" from the Healthcare Business Women's Association. Beth is a member of several professional associations and served on the Duke University Women's Health Advisory Board.

Beth graduated in 1984 with a B.S. from St. Mary's College of Maryland. She went on to earn a Master of Medical Science from Emory University in 1987. She completed her academic career at The Johns Hopkins University. She graduated as a Maternal and Child Health National Fellow and with a Doctor of Science degree from The Johns Hopkins University School of Hygiene and Public Health in 1992.

Presented by:

BioArbor

BioArbor hosts educational networking events for the life sciences industry in the greater Ann Arbor area. BioArbor's focus covers technology commercialization, financing strategies, business development, regulatory affairs and marketing. Each monthly meeting features a networking session and an invited speaker, followed by a Q&A period. Invited speakers share experience on topics such as drug discovery & development, medical devices, diagnostics and tools. BioArbor events are open to the public and are especially suited for those interested in starting or growing life science businesses.

Next Month:

How I Raised My First \$1 Million

November 14

5:00 - 7:00 p.m.

Location: SPARK Central

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